REMEMBERING GERRY LENFEST

Gerry Lenfest was the embodiment of philanthropy and civic leadership. He possessed a powerful combination of caring, intellect, conviction, humility and action all in one person and used it to benefit the community he loved. We at the Philadelphia Foundation feel honored to have worked with him to launch what became the Lenfest Institute for Journalism.

Sadly, Gerry passed away in 2018 at the age of 88. But his legacy of revitalizing the arts, empowering local media and bringing joy to those around him will live on forever.

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CONNECT
ACTIVATE
ACCELERATE

KEY TO COMMUNITY

2018 ANNUAL REPORT

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A LETTER FROM OUR PRESIDENT

What does it mean to be Key to our Community? At the Philadelphia Foundation, we believe we all have a role to play in fostering the economic, civic and social vitality of the Greater Philadelphia region. As I look back on the 2018 year, I am filled with gratitude and pride for all that was accomplished, and I am invigorated as we look ahead to our second century of service.

Every day, I am honored to lead a staff that works tirelessly to manage our more than 1,000 active funds. But more than anything, I am honored to be part of a team and community that is devoted to building a stronger and more vibrant Greater Philadelphia region. Together we work with innovative, philanthropic donors and funders as well as life-changing nonprofits to address the community needs of today and realize the opportunities of tomorrow.

In December, we celebrated our 100th birthday. It's incredible to look back and think about December 20, 1918, when the Philadelphia Foundation was established as a charitable trust to steward community-based philanthropy.

Through the years, we have evolved to address the ever-changing opportunities and challenges of our community. But we've remained steadfast in our resolve to collaborate with our region's leaders and changemakers. That's what being Key to our Community means to us.

Thank you to the Connectors who bring ideas and people together. You're the bridge between two forces for good. Thank you to the Activators who are the sulfur at the edge of a match. You are the sparks of action. And thank you to the Accelerators who add fuel to the engine, driving up speed, scale and impact.

Here's to the next 100 years of service and beyond!

Pedro A. Ramos
President & CEO

SUPPORTING OUR COMMUNITY IS KEY

Serving as a steward of lasting positive change in our community requires daily dedication to discovering solutions that improve the lives of our region's residents. It requires years of showing up every day and putting in the time, funds and effort to do what's right.

We're proud to work with individuals and organizations who are committed to magnifying charitable and philanthropic impact in the Greater Philadelphia region – one of the hardest-working areas of the country. Whether it be engaging donors, volunteers and partners or ensuring efficiency and effectiveness, we're thrilled with what we accomplished this year.

We support countless causes. Here are six that represent a strong cross-section of the breadth of our impact.

EDUCATION

At Philadelphia Foundation, we believe today's youth represent tomorrow's community leaders. From funding and managing college scholarships to providing access to early education opportunities, educating our region's children remains one of our top priorities. Aclamo is one nonprofit taking considerable strides in this area and specializes in advancing educational opportunities for Latinos.

GRANT RECIPIENT SPOTLIGHT

Aclamo, based in Montgomery County, has become a pillar of the growing suburban Latino community in the Greater Philadelphia region. Through $25,000 from the Shirley and Morrison C. Boyd Fund, we're proud to provide them with operational grants that help them deliver educational programs. These initiatives help Latinos and other community members fully achieve their life potential.

LGBTQ

Philadelphia has a rich history of supporting the LGBTQ community and equal rights. It's only fitting that we prioritized advancing this community by supporting affordable LGBTQ housing, stewarding the GLBT Fund of America, funding and promoting AIDS research and much more. Providing support for organizations with boots on the ground, like GALAEI's Trans Equity Project, is a big part of what we do – and we're proud to continue this work.

GRANT RECIPIENT SPOTLIGHT

In 2018, we continued our support of the transgender community through a $25,000 grant to GALAEI's Trans Equity Project and an additional $40,000 grant in support of the annual Philadelphia Trans Wellness Conference.

ARTS & CULTURE

Captivating and inspiring our communities through exposure to cultural influences and artistic expression is a critical element of creating a better tomorrow for our community. We're empowering art, culture and music lovers to provide financial support and create lasting impact in these areas in order to help cultivate the next generation of artists and audiences in the Philadelphia region. The Virginia Brown Martin Fund does just that, and we're proud to support them as they kick off a new era of leadership.

DONOR SPOTLIGHT

This year, the Virginia Brown Martin Fund again funded an award at the Barrymores for plays that lead audiences to a better understanding of segments of our global community. "Fun Home" at Arden Theatre Company and "Human Rites" at InterAct Theatre Company each received $25,000 with an additional $2,500 each going to four finalists. The fund also supports youth theatre and contemporary opera with a message and programming for artists with disabilities.

HUMAN SERVICES

Water, shelter, heat and food. Many of us take these things for granted. But the reality is that many in the Greater Philadelphia region are living day-to-day without these essential services. Philadelphia Foundation is working with amazing organizations like MANNA, a nonprofit serving individuals of all kinds living with life-threatening illnesses, to ensure that everyone in our community has access to the basic essentials they need to thrive.

GRANT RECIPIENT SPOTLIGHT

This year, among the many organizations supported by the Fleischner Family Fund was MANNA, which monthly delivers more than 70,000 meals to individuals and families living with HIV/AIDS, cancer and other life-threatening illnesses. The fund also supported Familias Separadas, temporary public artworks that documented the stories of immigrant families affected by deportations in Pennsylvania.

HEALTH & ENVIRONMENT

Every year, powerful breakthroughs are being made by leading researchers who are taking us closer to finding treatments for incurable diseases. Whether it be cancer, ALS, Alzheimer's disease or Type I diabetes, Philadelphia Foundation helps donors like the Robert I. Jacobs Fund arm cutting-edge researchers with the funds they need to continue this important work.

DONOR SPOTLIGHT

Founded more than a century ago and based in Philadelphia, The Wistar Institute is a research center making critical scientific breakthroughs that lead to life-saving advancements in modern medicine. The Robert I. Jacobs Fund held at Philadelphia Foundation has funded over $1 million in grants in support of a program at the Wistar Institute that encompasses biomedical research, community education and internship opportunities for local students.

OUR COMMUNITY

We see ourselves as stewards of local change for the Greater Philadelphia community. Whether it be partnering with local organizations, magnifying philanthropic impact or preserving our region's history, our goal is to bring positive visions for the future of our community to life. Greener Partners is one of those special organizations that's spearheading change in the way we access, consume and think about healthy food. We're proud to support them in their pursuit of elevating positive food solutions.

GRANT RECIPIENT SPOTLIGHT

This year, Philadelphia Foundation was proud to facilitate an operational grant to Greener Partners, a nonprofit dedicated to increasing public access to fresh food, educating people about making smart food choices and transforming community health through locally grown food.

Dewey's Historical Marker

Key Skills Hub

On The Table Philly

CONNECTORS

ON THE TABLE PHILLY

Never underestimate the power of coming together face-to-face to voice your thoughts and ideas. Even in today's age of digital message boards and online comment sections, friendly and productive public discourse is alive and well. Our *On the Table Philly* program put this notion into action by bringing together more than 5,000 people in 2018 from various backgrounds. At hundreds of locations across the seven-county area, participants engaged in an open dialogue that inspired hyper-local solutions to community-specific issues. This gathering of minds resulted in new relationships, ideas and initiatives to spark positive change.

KEY SKILLS HUB

Building and sustaining a strong, effective organization remains an ongoing challenge for so many of our region's nonprofits. But through partnership and collaboration, nonprofits can be matched with the resources they need. Through our partnership with Catchafire, we've built Philadelphia Foundation's Key Skills Hub as a digital, web-based platform to connect the corporate and nonprofit sectors and to match skills-based volunteers with nonprofits to improve their operational effectiveness. 2017 marked our pilot program. In 2018, we expanded access to this volunteer resource to every nonprofit in the region. Through our support, 128 Greater Philadelphia nonprofits received – for free – over $1 million worth of time from expert volunteers across marketing, web development, operations and strategy fields.

DEWEY'S MARKER DEDICATION

More than 50 years ago, three teenagers were the catalyst for a sit-in at a restaurant called Dewey's to protest multiple denials of service based on sexual orientation, gender expression and cultural nonconformity. The protest, the first of its kind, took place right here in Philadelphia. It marked a new form of our city's long and celebrated history of standing up for what's right and fighting for equal treatment. Preserving turning points in history like these are critical, which is why Philadelphia Foundation sponsored the dedication of a historic marker located at the sit-in site. This marker will serve as an important reminder of that day and honor an early victory for LGBT rights.

CONNECTORS

ON THE TABLE PHILLY SPOTLIGHT:

Some say the state of public discourse is at an all-time low. In today's hyper-connected, technology-driven world, face-to-face conversations are happening less frequently. People are listening less and are hiding behind digital message boards and online forums more and more. But when we come out from behind keyboards and social media accounts to share an in-person conversation, powerful connections are formed, ideas are inspired and action is taken.

This is the spirit behind the *On the Table Philly* initiative, which we joined the John S. and James L. Knight Foundation in hosting. *On the Table Philly* brought together more than 5,000 people across the region in hundreds of locations in November 2018. In the second year of the initiative's history in Philadelphia, participation nearly doubled from the inaugural event.

In 2018, we upped the ante, providing $1,000 "Activate" mini-grants to 43 ideas generated during the conversations in order to help attendees transform their ideas into tangible initiatives to improve the Greater Philadelphia region.

On the Table Philly brings together thousands of people from various backgrounds, ethnicities, socioeconomic status and ages. Discussions surrounded their experiences in the Philadelphia region, their ideas on how to improve life in their local communities and their outlook for the future of our region as a whole. Topics of conversation ranged from the amount of economic opportunity available in our communities to the rate of gentrification in various neighborhoods to education equity and safety.

The voices of our community members are too often underappreciated or unheard. Through *On the Table Philly*, the power of conversation can build a bridge to new understanding. When people come together with the shared motivation of enacting positive change, good things happen.

5,000
PEOPLE IN 2018

300
TABLES IN 2018

TOPICS

- Equity and social inclusion
- Education and youth development
- Economic issues and poverty
- Public safety and the judicial system

Sites from On the Table Philly

Mel Heifetz

PhilaImpact Fund

Community Partnership with Museum of the American Revolution

ACTIVATORS

MUSEUM OF AMERICAN REVOLUTION PARTNERSHIP

Alexander Hamilton is famously known for his time spent in New York and his contributions to founding the United States. However, some may be surprised to learn how the great city of Philadelphia influenced him in his pursuits as a community leader and founding father. This year, Philadelphia Foundation served as a proud sponsor of *Hamilton Was Here: Rising Up in Revolutionary Philadelphia*, an educational exhibit at the Museum of the American Revolution. It highlighted the connections between our own city and Hamilton's extraordinary contributions to the nation's founding. Our sponsorship specifically allowed cultural access and countless educational opportunities for children of all backgrounds. It also provided the valuable chance for children to form a real connection with our nation's history.

PHILAIMPACT FUND

At the Philadelphia Foundation, one of our goals is to empower our donors with options when it comes to creating positive change in the areas that mean most to them. That's why we partnered with Reinvestment Fund to launch the PhilaImpact Fund. This unique hybrid investment model provides two paths to support community development in the region: a direct investment offered by Reinvestment Fund and a tax-deductible Donor Advised Fund through the Philadelphia Foundation. In its first year of action, the fund led to the creation of over 1,700 jobs, constructed or rehabbed 140 homes and provided thousands of Philadelphia-area children with educational opportunities.

MEL HEIFETZ'S PHILADELPHIA AWARD

Very few individuals embody the spirit and passion of an Activator better than Mel Heifetz. When Mel was in his 20s, he promised himself that if he one day became successful, he would give back to the community that helped shape him by providing other members of the LGBTQ community with life-altering opportunities. Since then, he has donated millions of his fortune to expand GLBT Fund of America, the endowed Donor Advised Fund he established at the Philadelphia Foundation and through which he advances LGBTQ rights. This year, he received the Philadelphia Award, an annual honor recognizing a citizen who takes great strides in helping our community. We congratulate Mel on this well-deserved honor!

ACTIVATORS

MEL HEIFETZ'S PHILADELPHIA AWARD SPOTLIGHT

Mel Heifetz is a man of action. He's a man who sticks to his word. He's a man who gives back to his community. Mel's a South Philadelphia native with deep roots within our great city. He's a very successful entrepreneur and real estate investor. He's also a gay man.

But what truly defines Mel is his unwavering generosity and his dedication to advocating for those in need and pounding the pavement for positive change. In 2017, Mel made one of his largest gestures to deliver on this commitment with a $16+ million endowed gift to Philadelphia Foundation to support LGBTQ-serving organizations. It was the latest move in a decades-long history of supporting LGBTQ-related causes, nationally and locally.

While Mel also isn't a man who seeks out a thank you, his actions are impossible not to recognize. Given the scale and thoughtfulness of his permanent gift in 2017, Mel was named the 2018 recipient of the Philadelphia Award, presented each year to someone who has acted and served on behalf of the best interests of the community. It is among the most cherished, meaningful and prestigious awards conferred in, by and for the Philadelphia community.

This distinction places Mel among a group of distinguished recipients bonded by a shared vision of making the region more prosperous, efficient and beautiful.

"Long ago, I made a pledge that I would give back if I ever became successful. I have spent my entire life working with my community – the gay community – to achieve the same equality that everyone else enjoys," Heifetz said about winning the award. "It's a great honor to receive the Philadelphia Award in recognition of that work, and I'm hopeful that it will inspire others to take up this mission of transforming our communities intro stronger, more representative, and inclusive places to live."

We're proud to work with Mel in supporting civil rights and social change through the GLBT Fund of America, the endowed Donor Advised Fund he founded and maintains at Philadelphia Foundation. We salute Mel on this prestigious honor, and we can't wait to see what he does next for our community. Congratulations Mel. We're proud to continue helping you support this important cause!

Philadelphia Award Ceremony

GSK College Scholarship

YOUTHadelphia

ARTZ Philadelphia

ACCELERATORS

ARTZ PHILADELPHIA

For many people living with dementia and other chronic illnesses, it can feel like their freedom has been stripped away: their freedom to be inspired, their freedom to be moved and their freedom to create. ARTZ Philadelphia and Philadelphia Foundation restored this power through an exhibition that featured artwork created by participants living in long-term care communities and memory centers. The exhibition was titled *"It Feels Like Freedom" – When Creativity Transcends A Diagnosis*, after one of the featured artists explained how creating art uplifted her with a feeling of empowerment and liberty.

GSK OPPORTUNITY SCHOLARSHIPS

Philadelphians are known for their grittiness and ability to overcome hardship. Yet for many who have overcome adversity early on in their lives, finding a road to higher education can be extremely difficult. This is why we're proud to partner with GSK on its Opportunity Scholarships for those who have overcome significant adversity such as serious illness, sexual abuse, domestic violence and personal loss. With this scholarship, GSK launches students who have triumphed over such situations with dignity and grace by helping them receive an education that allows them to flourish. This year, GSK provided 12 Philadelphia-area young adults with over $187,000 worth of scholarships to help them pursue higher education in a field of their choice.

YOUTHADELPHIA

The success of our future will be defined by the youth of today, which is why it's critical to nurture civic and philanthropic engagement in the next generation of leaders. That's the mission of YOUTHadelphia, a program supported through Philadelphia Foundation's Fund for Children. It gives local teens the opportunity to examine the city's needs and work together to distribute $50,000 in grants to Philadelphia-area nonprofits. The 2018 grants were awarded to organizations supporting young Americans experiencing homelessness, youth leadership, music and the arts, and debate programs for young women. This marked the 14th year YOUTHadelphia grants have been distributed to worthy causes around the city.

ACCELERATORS

ARTZ PHILADELPHIA SPOTLIGHT:

Sylvia always had an eye for beauty. As a beauty school graduate and self-proclaimed "expert in making people beautiful," she found that self-expression through art gave her the ability to make connections and push the boundaries of artistic freedoms.

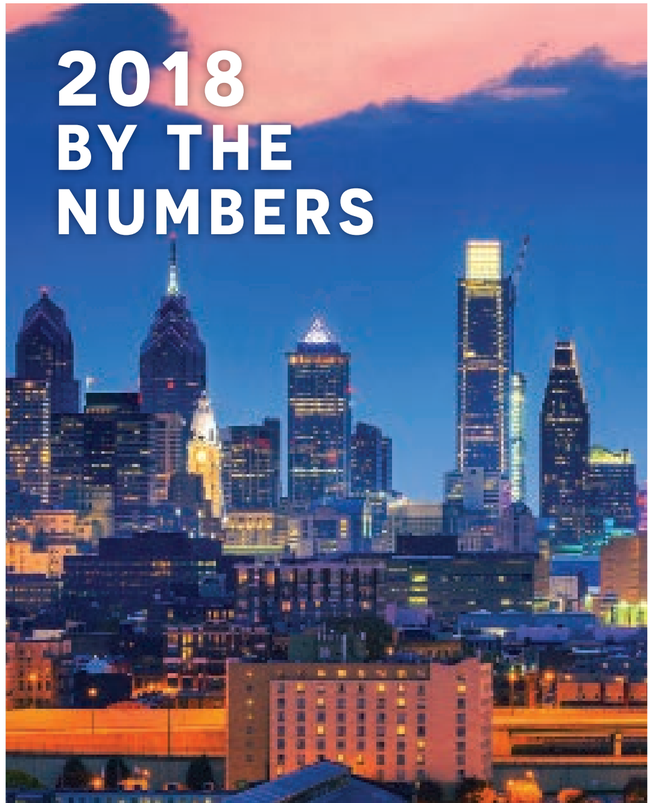
After being diagnosed with dementia, much of her personal independence was taken from her. Her freedom to express herself artistically, however, was not.

This year, Sylvia was a contributor to an exhibit called, *"It Feels Like Freedom" – When Creativity Transcends A Diagnosis* that was featured at Philadelphia Foundation's offices. Sponsored by ARTZ Philadelphia, the artwork featured in the exhibit was created by artists living with memory loss, dementia and chronic illness. The two dozen works on display include watercolors, acrylics and mixed media works on paper by individual artists. It also featured collaborative nine-foot painted banners and large weavings.

The exhibition draws its title from a comment Sylvia made in a bi-weekly program facilitated by ARTZ Philadelphia at York Nursing and Rehabilitation Center in West Oak Lane. "It feels like freedom: I can do whatever I want," she said. Through the program, Sylvia has rediscovered what it feels like to be inspired, to be freed – for a time – from the everyday bonds of illness and provided with the liberty to make her own choices.

At Philadelphia Foundation, we were proud to showcase these inspiring pieces of art. This program provides those with chronic illnesses an outlet to express themselves and find liberty in their everyday lives. It's initiatives like these that are improving the quality of life for the Greater Philadelphia region's residents, and we're thrilled to be a part of them.

ARTZ Philadelphia Exhibit at Philadelphia Foundation



2018 BY THE NUMBERS

Thanks to an outpouring of community generosity, we ended 2018 with

$543,359,116

in consolidated assets, **UP 10%** from the previous year

1,532

individuals, families, companies and organizations contributed

$111,253,187

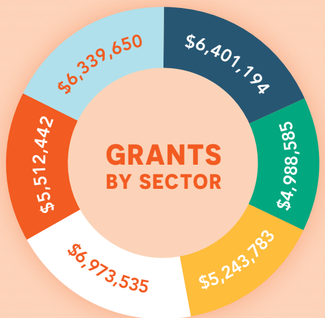
$398 MILLION

in endowed assets

73% of our total assets are endowed and will provide permanent charitable support to Greater Philadelphia nonprofits forever

$35,459,189

Total grants distributed



Arts & Culture · Health & Environment · Our Community · Education · Human Services · Lenfest Institute for Journalism

1,004 Active Funds*

INCLUDING

731 Endowed Funds

**As of 12/31/2018*

We distributed grants and scholarships totaling more than **$35.4 MILLION** to **1,466** community organizations

THANK YOU TO OUR 2018 BOARD OF MANAGERS

Anthony J. Conti, Chair

Kathleen S. Allison, Vice Chair

Kerry R. Benson, Treasurer

N. Nina Ahmad, Steven Scott Bradley, Stephen A. Cozen, Lon R. Greenberg, Shirin Karsan, Evelyn McNiff, Francis Mirabello, John Nihill, R. Duane Perry, Mindy M. Posoff, Andrew R. Rogoff, Elizabeth Leebron Tutelman

Lawrence J. Beaser, Chair Emeritus

THANK YOU TO OUR 2018 BOARD COMMITTEE VOLUNTEERS

William C. Bullitt, Stacy Maria Dutton, Farah Jimenez, William B. McLaughlin, Handsel B. Minyard, Asuka Nakahara, Sangeeta Prasad, Emily C. Riley

GEARING UP FOR OUR SECOND CENTURY OF SERVICE

We closed out the 2018 year by celebrating a huge milestone — our 100th anniversary. On December 20, 1918, the Philadelphia Foundation was established as a charitable trust to administer community-based philanthropy. Over the 100-plus years since, times have changed and our region has evolved. But one thing has remained constant: our commitment to serve as a trusted partner connecting people who care with causes that matter.

It's amazing to look back on the past century and reflect on the meaningful work we've accomplished with our donors, community partners and the local nonprofits that are accelerating positive change. But we believe it even more important to direct our focus on our next 100 years of service and how we can build on our existing strong momentum.

That's why, as we enter our second century of service and leadership, we do so with a vision anchored in the needs of today and the optimism for a better tomorrow. It's a vision to build a vibrant metropolitan region where opportunities, prosperity and public assets are shared by all.

We have a year-long series of events, special grantmaking projects and community engagement initiatives planned to celebrate our Centennial Year. We're approaching our second century of service to this community with ambitious goals, fresh optimism and continued resolve to support the vitality of our region. By bringing together our region's nonprofit organizations, businesses and Greater Philadelphians of all ages across the seven counties, we seek to continue accelerating positive change in the community and improving quality of life in the region.

We invite you to join us as we continue to connect, activate and accelerate change across the region. Together, we can amplify our ability to improve the lives of millions of people in our region and make our second century of service even more impactful than our first.

OUR HISTORY

1918 William P. Gest and the Fidelity Trust Company form the Philadelphia Foundation, one of the first community foundations in the world.

1920 Rachel Coles becomes our first donor with a bequest of $628 which is now distributed among six area hospitals. More than 75% of our funds are now endowed, supporting donor intent forever.

1924 James Develin Jr. establishes the Philadelphia Foundation's first charitable fund, which today continues to benefit the YMCA of Philadelphia and Vicinity with thousands of dollars in grants.

1957 The first scholarship funds are created, enabling students to pursue higher education opportunities. Today, we award over 350 scholarships annually, many of them to first generation college students.

1967 The Clyde P. & Katherine B. Alexander Memorial Fund becomes our first fund to benefit African American institutions. Later funds would support Asian American and Latino causes as well.

1974 More than $101,000 in Human Rights and Justice grants are awarded "to bring hope and dignity to the powerless." Support for leadership development, advocacy and diversity continues to this day.

1987 After pioneering support for the LGBTQ community, we become the area's largest private supporter of AIDS funding.

1992 Our first donor advised fund is established. This flexible giving vehicle is tax efficient and timesaving for donors and becomes a popular philanthropic tool.

1993 We become the permanent home of the fund first established by Benjamin Franklin's will in 1790. To this day, the fund supports vocational training, as the founding father stipulated in his will.

2000 We provide a milestone grant to the Please Touch Museum to restore the Enchanted Colonial Village, an attraction that has delighted generations of children.

2004 We launch YOUTHadelphia, the Youth Advisory Committee of the Fund for Children, with the mission of giving Philadelphia teens opportunities to build youth leadership through philanthropy and civic engagement.

2007 Mel Heifetz establishes the GLBT Fund of America, an endowed donor advised fund supporting the LGBTQ community in areas such as civil rights, social justice and health needs. He later donated $16 million in real estate to the fund.

2008 Our new grantmaking strategy strengthens the nonprofit sector by increasing the capacity of well-run, well-led organizations to serve high-poverty and vulnerable populations.

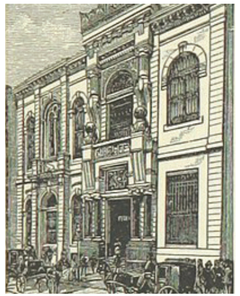
2014 Our grant to the School District of Philadelphia introduces successful new methods of violence reduction, prompting policy changes so zero schools are on the state's "persistently dangerous" list.

2015 Gerry Lenfest establishes what will become the Lenfest Institute for Journalism. Its mission: supporting sustainable business models for great local journalism.

2016 Board of Managers articulates Second Century strategy to grow philanthropic and civic impact.

2017 On the Table Philly, a daylong series of conversations about issues that impact quality of life in Philadelphia, draws thousands of regional participants and support from the Knight Foundation.

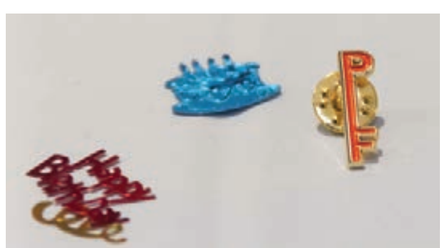
2018 Philadelphia Foundation exceeds half a billion dollars in total assets and turns 100 years young and prepares for a year-long launch of its Second Century in 2019.



BIRTHDAY BASH!

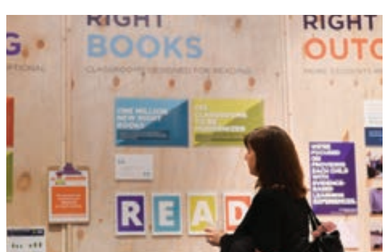
CELEBRATING 100 YEARS

In December, we celebrated the official date of our 100th anniversary of service to the Greater Philadelphia community with a special breakfast event. Designed for our employees, board members and operational partners, we came together for some breakfast treats and a first-hand glimpse of our Centennial programming, features, partners and plans. With remarks by our CEO Pedro Ramos, Board Chair Anthony Conti and Vice Chair Kate Allison, we rang in the new century preparing to engage community at scale.



On the Table Philly

On the Table Philly



Grade Level Reading Week

ARTZ Philadelphia

Grade Level Reading Week

PA is Ready!

GSK IMPACT Awards

Total Impact Conference

Stoneleigh Fellows Presentation

Swoop and the Phanatic visit YOUTHadelphia

College Signing Day

YOUTHadelphia